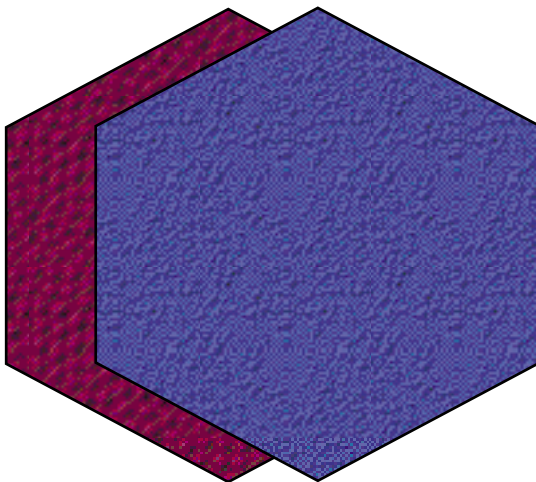


Iowa

**CONTENT STANDARDS
and
BENCHMARKS**

**Business and
Technology**



1999

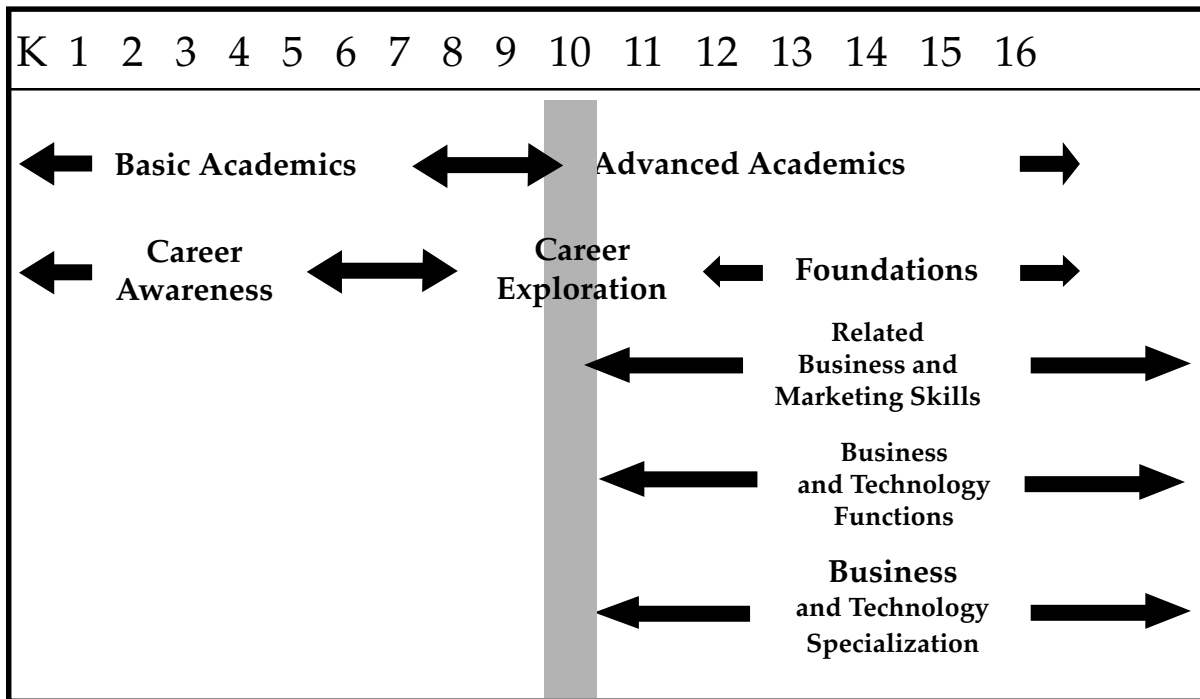
Business, Information Management, and Marketing Career Pathway Framework

Illustration of Program Possibilities

Academic	Employability	Career Area Knowledge and Skills	Occupational Cluster	Career and Technical Programs Specific Technical Knowledge and Skills	
Academic Knowledge and Skills (K-12)	Employability Knowledge and Skills—Standards and Benchmarks (K-12)	Content and Knowledge of Career Areas—Standards and Benchmarks (K-12)	Business and Technology	Economics	
				Facilities management	
				General management	
				Human Resources	
				Information Coordination	
				International Business	
				Business Law	
				Nonprofit Resource Development	
				Office Technologies	
				Risk Management	
				Customer Services	
				Entrepreneur	
				Financial Services/Accounting	
				Marketing	Advertising
					E-Commerce
					Importing/Exporting
					International Marketing
					Logistics Management
					Marketing Research
					Product Management
			Professional Sales		
			Public Relations		
			Real Estate		
			Retail Management		
			Sales Management		
			Information Management	Database Administration	
				Information Systems Operations	
				Interactive Digital Media Specialization	
				Network Administration	
				Programming and Systems Analysis	
Software Development					
Software User					
System Security					
Technical Support					
Technical Writing					
Telecommunications					
Internet Webmaster					

K-14

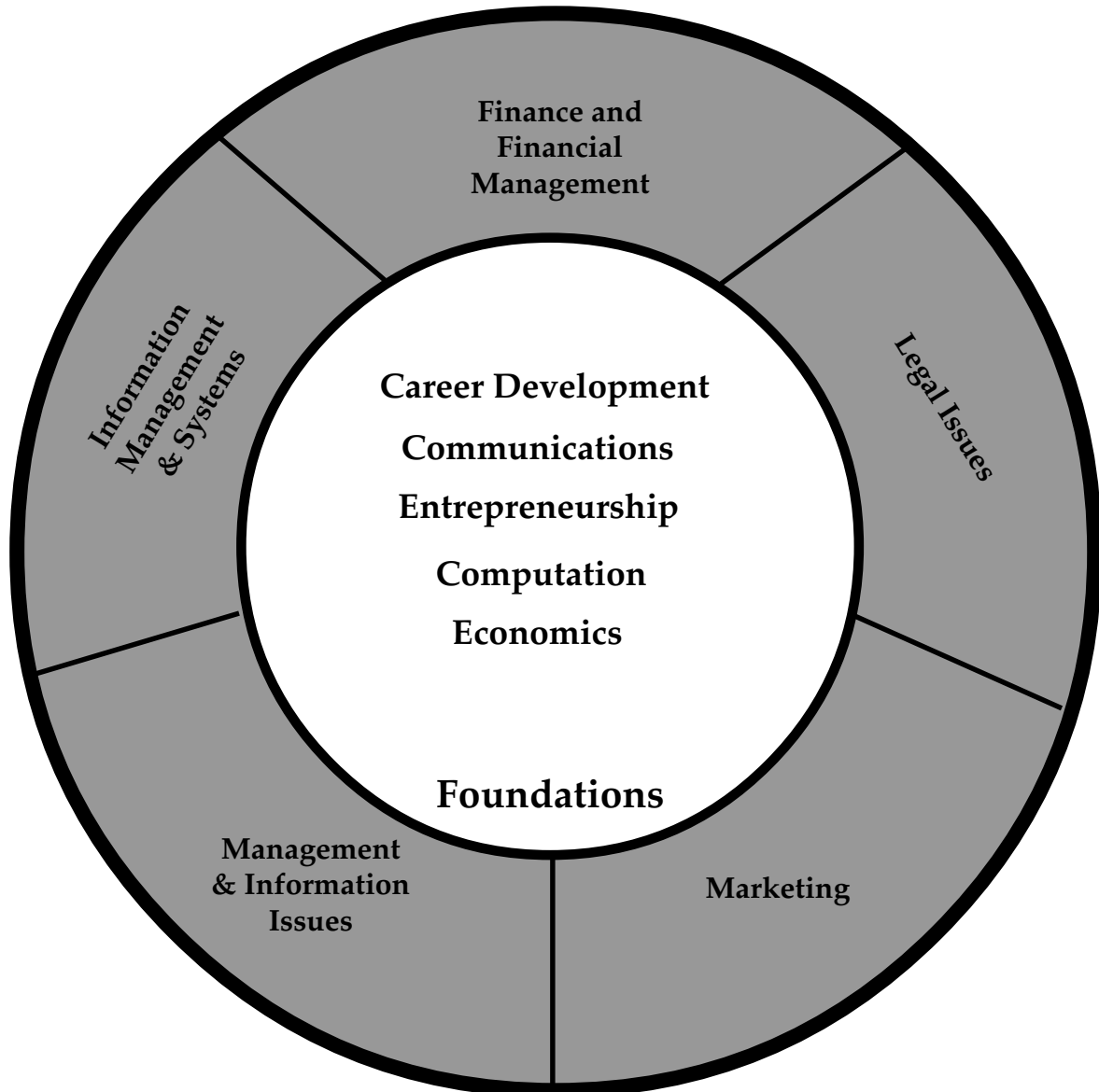
The Business and Technology Curriculum



This flow chart describes how the Business and Technology curriculum can be viewed as a continuum that begins in the primary grades with career awareness and exploration. The model continues through postsecondary education with the emphasis becoming more specialized to the student's individual interest in Business and Technology.

Curriculum Framework for Business and Technology

Functions of Business and Technology



Academic Concepts • Technology • Soft Skills • Ethics

Business and Technology

Standards and Benchmarks

Foundations:

Career Development

Standard I: Understand career concepts

Benchmarks

1. Assess personal strengths and weaknesses as they relate to career exploration and development.
2. Utilize career resources to develop an information base that includes global occupational opportunities
3. Relate work ethic, workplace relationships, workplace diversity, and workplace communication skills to career development
4. Apply knowledge gained from individual assessment to a comprehensive set of goals and an individual career plan
5. Develop strategies to make an effective transition from school to work
6. Relate the importance of lifelong learning to career success
7. Explain the role of international business and analyze its impact on careers and doing business at the local, state, national, and international levels. (Career Development)
8. Describe the environmental factors that define what is considered ethical business behavior.

Communications

Standard II: Understand the principles of communications

Benchmarks

1. Communicate in a clear, courteous, concise, and correct manner on personal and professional levels
2. Apply basic social communications skills in personal and professional situations
3. Use technology to enhance the effectiveness of communications
4. Integrate all forms of communication in the successful pursuit of a career
5. Incorporate leadership and supervision techniques, customer-service strategies, and standards of personal ethics to communicate effectively with various business constituencies
6. Apply communication strategies necessary and appropriate for effective and profitable international business relations.

Computation

Standard III: Understand essential computation skills

Benchmarks

1. Apply basic mathematical operations to solve problems
2. Solve problems containing whole numbers, decimals, fractions, percentages, ratios, and proportions
3. Use algebraic operations to solve problems
4. Use common international standards of measurement in solving problems
5. Analyze and interpret data using common statistical procedures
6. Use mathematical procedures to analyze and solve business problems for such areas as taxation; savings and investments; payroll records; cash management; financial statements; credit management; purchases; sales; inventory records; depreciation, costs recovery, and depletion

Economics

Standard IV: Understand economic concepts and strategies

Benchmarks

1. Identify opportunity costs and trade-offs involved in making choices about how to use scarce economic resources
2. Use a rational decision-making process as it applies to the roles of citizens, workers, and consumers
3. Explain the importance of productivity, and discuss how specialization, division of labor, saving, investment in capital goods and human resources, and technological change affect productivity
4. Explain why societies develop economic systems, identify the basic features of different economic systems, and discuss the major features of the U.S. economy
5. Explain the role of core economic institutions and incentives in the U.S. economy
6. Explain the role of exchange and money in an economic system and describe the effect of interdependence on economic activity
7. Describe the role of markets and prices in the U.S. economy
8. Analyze the role of the law of supply and demand in the U.S. economy
9. Describe different types of competitive structures and illustrate the role of competitive markets in the U.S. and other economies
10. Explain how the U.S. economy functions as a whole and describe macroeconomic measures of economic activity such as gross domestic product, unemployment, and inflation
11. Discuss the roll of government in an economic system, especially the necessary and desirable role of government in the U.S. economy

12. Describe rights and responsibilities of citizens in the U.S. economy, including their role in making decisions through the political process that affect the allocation of limited personal and public resources to meet individual and societal needs and wants
13. Examine the importance of economic relationships among nations and discuss the role of international trade and investment and international monetary relations in the global economy
14. Relate personal interests, wants, and abilities to career choices and assess how conditions in the labor market may affect career choices
15. Describe the social, cultural, political, legal, and economic factors that shape and impact the international business environment.

Entrepreneurship

Standard V: Understand the concepts of envisioning, creating, operating, and advancing an opportunity within a business environment

Benchmarks

1. Identify unique characteristics of an entrepreneur and evaluate the degree to which one possesses those characteristics
2. Develop a marketing plan for an entrepreneurial venture
3. Apply economic concepts when making decisions for an entrepreneurial venture
4. Identify and use the necessary financial competencies needed by an entrepreneur
5. Identify, establish, maintain, and analyze appropriate records to make business decisions
6. Develop a management plan for an entrepreneurial venture
7. Describe how cultural differences, export/import opportunities, and current trends in a global marketplace can affect an entrepreneurial venture
8. Describe how ethics, government, and different forms of business ownership affect the entrepreneurial venture
9. Develop a business plan

Functions: Finance and Financial Management

Standard VI: Understand and apply the skills in the study of accounting, financial decision-making, and personal finance

Benchmarks

1. Complete the various steps of the accounting cycle and explain the purpose of each step
2. Determine the value of assets, liabilities, and owner's equity according to generally accepted accounting principles, explaining when and why they are used
3. Prepare, interpret, and analyze financial statements using manual and computerized systems for service, merchandising, and manufacturing businesses
4. Apply appropriate accounting principles to various forms of ownership, payroll, income taxation, and managerial systems
5. Manage limited personal financial resources and recognize that more of the wants and needs of members of a society can be satisfied if wise consumer decisions are made
6. Explain the role, importance, and concepts of international finance and risk management.

Legal Issues

Standard VII: Understand the nature of the laws affecting business

Benchmarks

1. Analyze the relationship between ethics and the law and describe the sources of the law, the structure of the court system, the different classifications of procedural law, and the different classifications of substantive law
2. Analyze the relationships among contract law, law of sales, and consumer law
3. Analyze the role and importance of agency law and employment law as they relate to the conduct of business in the national and international marketplaces
4. Describe the major types of business organizations operating within the socio-economic arena of the national and international marketplace today and in the future
5. Explain the legal rules that apply to personal property and real property
6. Analyze the functions of commercial paper, insurance, secured transactions, and bankruptcy
7. Explain how the advances in computer technology impact upon such areas as property law, contract law, criminal law, and international law
8. Determine appropriateness of wills and trusts in estate planning
9. Explain the legal rules that apply to marriage, divorce, and child custody
10. Explain the legal rules that apply to environmental law and energy regulation

Information Management and Systems

Standard VIII: Understand and apply information management skills

Benchmarks

1. Describe current and emerging computer architecture; configure, install, and upgrade hardware systems; and diagnose and repair hardware problems.
2. Identify, select, evaluate, use, install, upgrade, and customize application software; diagnose and solve problems occurring from an application software's installation and use
3. Identify, select, evaluate, use, install, upgrade, customize, and diagnose and solve problems with various types of operating systems, environments, and utilities
4. Enter, sort, and retrieve data from databases; evaluate media and file structures; and plan, develop and modify file specifications and database schema
5. Use, select, evaluate, install, customize, plan, design, and diagnose and solve problems with communications and networking systems
6. Use touch keyboarding skills to enter and manipulate text and data
7. Select and use word processing, desktop publishing, database, spreadsheet, presentation graphics, multimedia, and imaging software and industry-and subject-specific software
8. Plan the selection and acquisition of information systems
9. Design and implement security plans and procedures for information systems
10. Establish and use a personal code of ethics for information systems use and management
11. Assess the impact of information systems on society
12. Select and apply information systems across the curriculum
13. Describe positions and career paths in information systems

Management and Administrative Issues

Standard IX: Understand and apply management principles

Benchmarks

1. Illustrate how the functions of management are implemented and explain why they are important
2. Compare and contrast the basic tenets of management theories and explain why they are important
3. Analyze financial data influenced by internal and external factors in order to make long-term and short-term management decisions
4. Justify the need to gain and maintain competitive advantage through the use of internal comparisons and external research services
5. Describe the activities of human resources managers and their importance to the successful operation of the organization
6. Identify various organization structures and discuss the advantages and disadvantages of each
7. Develop and use general managerial skills
8. Define a code of ethics, develop a code of ethics, and apply a code of ethics to various issues confronted by businesses
9. Identify, describe, and analyze the impact and relationship of government regulations and community involvement to business management decisions
10. Describe the role of organized labor and its influences on government and business
11. Apply generally accepted operations management principles and procedures to the design of an operations plan
12. Demonstrate a working standard which promotes a productive, positive, healthy work environment
13. Address special challenges in operations and management of human resources in international business

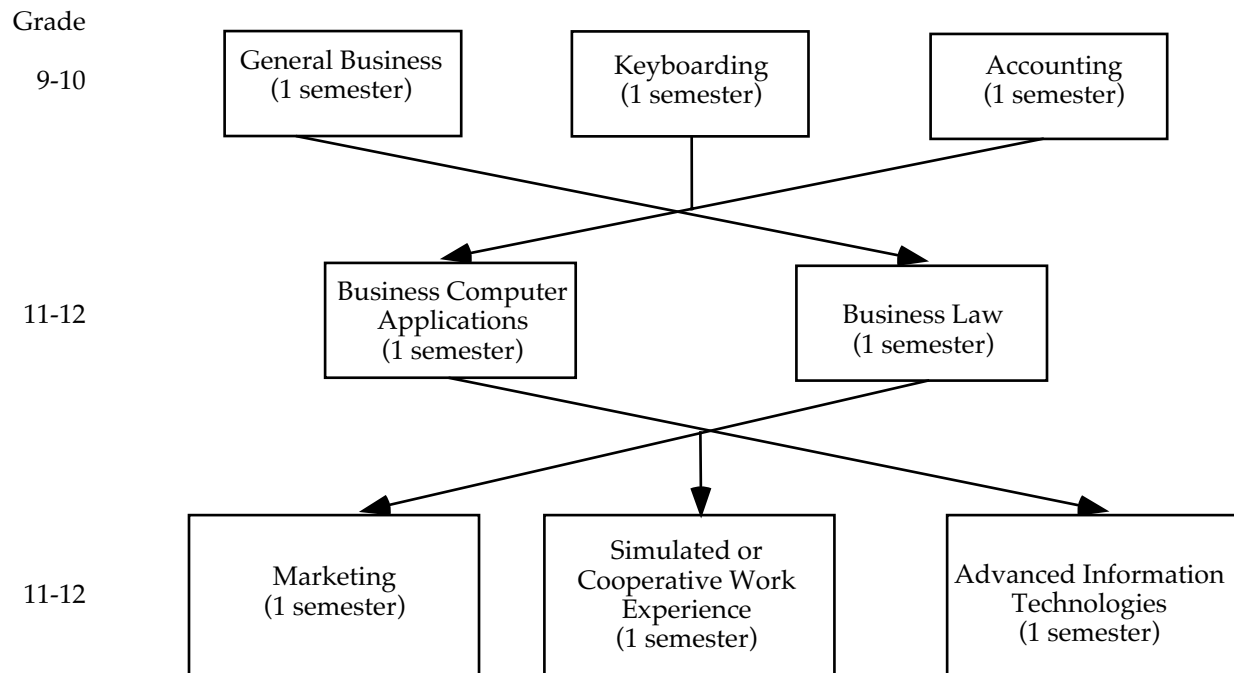
Marketing

Standard IX: Understand and apply marketing principles

Benchmark

1. Identify the roles of marketing

Business and Technology Course Options Secondary Level



6 Semester Courses meet the Vocational Education Standards

Program Management Committee—Business Education

Carol Casebolt
Muscatine Community College
152 Colorado St.
Muscatine, IA 52761

Dianna Briggs
University of Northern Iowa
114E PLS
Cedar Falls, IA 50613

Judi Swanson
Ottumwa High School
501 East Second
Ottumwa, IA 51501

Pat Highland
Iowa City Community Schools
509 S. Dubuque St.
Iowa City, IA 52240

Sharon Tauke
Kirkwood Community College
6201 Kirkwood Blvd., SW
Cedar Rapids, IA 52406

Vivian Brandmeyer
Des Moines Area Community College
2006 South Ankeny Blvd.
Ankeny, IA 50021

Deb Jones (chair)
Iowa Lakes Community College
South Attendance Center
3200 College Drive
Emmetsburg, IA 50536

Diane Ware
Bedford High School
3333 18th St.
Bedford, IA 50833

Gary Christiansen
North Iowa Community College
500 College Drive
Mason City, IA 50401

Murlene Asadi
Scott Community College
Kahl Education Center
3rd and Ripley St.
Davenport, IA 52801

Sally Beezley
Washington High School
212 West 15th St.
Washington, IA 52355

Kim Schultz
Central Decatur High School
1201 NE Poplar
Leon, IA 50144

Jodi Emerson
Creston High School
601 West Townline
Creston, IA 50801

Resources and Links